

City of Rialto

Council Chambers

150 S. Palm Ave.

Rialto, CA 92376



Regular Meeting

Monday, September 21, 2015

6:30 PM

Rialto Cable Advisory Commission

Rialto Cable Advisory Commission

Roy Mason, Chair

Joe Lyons, Vice Chair

Sybil Johnson-Helem, Commissioner

Oscar Samuel Hinojosa, JR., Commissioner

Betty Luvert, Commissioner

Barbara McGee, City Clerk

Gabriel Felton, Rialto Network

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Director of Public Works at (909) 421-7279. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting (28 CAR 35.102-35.104 ADA Title II).

The Rialto Cable Advisory Commission's Vision Is...

To pursue innovative technologies to meet the changing Educational, Social, Cultural, Economic Development and Safety needs of our community by being advocates for superior telecommunications.

The Goals of the Commission are:

- **To be advocates for the consumer.**
- **To monitor technological developments.**
- **To promote the development of new technologies to meet community needs.**
- **To promote a broad spectrum of programming.**
- **To educate the community regarding telecommunication issues.**

Called to Order By:	
Time:	
ROLL CALL Roy Mason, Chair Joe Lyons, Vice Chair Sybil Johnson-Helem, Commissioner Oscar Samuel Hinojosa, JR., Commissioner Betty Luvert, Commissioner	
PLEDGE OF ALLEGIANCE	
ORAL COMMUNICATION (5 Minutes)	

New Business	
Item 1: Cable Commission Annual Report	MOTION _____ 2nd _____ VOTE _____
Item 2: New Rialto Network Logo	MOTION _____ 2nd _____ VOTE _____
Reports	
1. Cable Advisory Commission Members 2. Staff	
ADJOURNMENT TIME:	MOTION _____ 2nd _____ VOTE _____

CITY OF RIALTO
CABLE ADVISORY COMMISSION
2014 ANNUAL REPORT



TO THE CITY COUNCIL

Dear Honorable Mayor and Council Members:

The Cable Advisory Commission of the City of Rialto would like to submit to you the Annual Report for 2014. The Cable Advisory Commission was established by the City Council to function as an advisory body over the Public, Education and Government Access Channel (PEG). The summarized commission's functions per the Rialto Municipal Code Section 2.25.070 are:

- Develop strategies that maximize the commission's fiscal efficiency.
- Consult with the City Administrator regarding administrative/policy issues and fiscal matters pertaining to the commission.
- Regarding PEG and in cooperation with staff;
 - Monitor implementation of programming
 - Assure variety of nondiscriminatory programming
 - Promote interest in and use of PEG access channel
- Assist and coordinate with workshops.
- Act as advisory body with the guidelines and concerns about PEG to Mayor and City Council.
- The commission developed a vision and goals to ensure that they are in compliant with the direction of the Mayor and Council.
- The Rialto Cable Advisory Commission's vision is to pursue innovative technologies to meet the changing Educational, Social, Cultural, Economic Development and safety needs of our community by being advocates for superior telecommunications.

The Goals of the Cable Advisory Commission

- To be advocates for the consumer.
- To monitor technological developments.
- To promote the development of new technologies community needs.
- To promote a broad spectrum of programming.
- To educate the community regarding telecommunication issues.

Sincerely

Roy Mason-Chair
Joe Lyons-Vice Chair
Betty Luvert
Sybil E. Johnson Helem
Oscar Samuel Hinojosa, JR

CABLE ADVISORY COMMISSION ATTENDANCE 2014

***Meeting Cancelled**

NQ=No Quorum

Commissioners	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.
Joe Lyons	NQ	X	*	*	X	*	X	X	NQ	X	X	*
Betty S. Luvert	NQ	X	*	*	X	*	X	AB	NQ	X	X	*
Erlinda Patterson	NQ	X	*	*	X	*	AB	X	NQ	X	X	*
Roy Mason	NQ	X	*	*	X	*	X	X	NQ	X	X	*
Sybil E. Johnson Helem	--	--	--	*	X	*	X	X	NQ	X	X	*

List of Accomplishments 2014

- Continue to update Rialto Network Facebook, Twitter Instagram and YouTube sites.
- Continue to participate and video City functions such as Family Festival, Holiday Parade, Halloween Hi Jinks, National Night Out, Spring Eggstravaganza, 4th of

- July Celebration, and Memorial Day Celebration.
- Assist in creating Public Services Announcements.
- Create live and post interviews at City events.
- Review AT&T and Time Warner TV Program changes.

Future Activities

- Complete the commission website page.
- Complete the internship program.
- Complete the upgrade of the station equipment.
- Complete the station remodel.

2014-2015 Highlights

- The Commission has continued to support and participate in developing, producing and creating with the Mayor on the new business show “Economic Heartbeat of Rialto.”
- The Commission has reviewed the documents and participated in the evaluation of upgrading equipment for the TV station.
- Created a new community event show, highlighting events throughout the city, called “Rialto Spotlight”, hosted by Joe Lyons. “Rialto Spotlight” is currently 30 minutes with future plans for a full hour.
- Rialto Network Assisted Rialto Recreation to put on “Sound of Rialto” a talent show for local residents, with the winners receiving a \$1000 cash prize.
- Rialto Network accessible on a variety of Social Network sites, including: Facebook, Instagram, Twitter, and YouTube.
 - a. Facebook, our highest in followers, has reached over 900 “likes,” totaling 960.
 - b. YouTube reached over 56,500 video views, 200 videos and 201 subscribers.
- Rialto Network won “5” 2nd Place awards at the 2014-2015 SCANNATOIA Star Awards:
 - “Municipal Channel Promo 3”,
 - “Rialto Public Safety -400: Every 15 Minutes: Eisenhower High School”,
 - “Public Community Mtgs: Rialto City Council Meeting”,
 - “Video/Text Bulletin Board: Rialto Community Informer”,
 - “Talk -400 Economic Heartbeat”

RIALTO NETWORK





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